

# **GENERAL SERVICES ADMINISTRATION**

## **Federal Supply Service** *Authorized Federal Supply Schedule Price List*

On-line access to contract ordering information, terms and conditions, up-to-date pricing, and the option to create an electronic delivery order is available through **GSA Advantage!**<sup>™</sup>, a menu-driven database system. The INTERNET address for **GSA Advantage!**<sup>™</sup> is: <http://www.GSAAdvantage.gov>.

### **Schedule for Multiple Award Schedule (MAS)**

**Federal Supply Group:** Professional Services

**Contract Number:** GS00F134CA

**For more information on ordering from Federal Supply Schedules**  
**click on the FSS Schedules button at <http://www.gsa.gov/schedules-ordering>**

**Contract Period:** May 22, 2020 - May 21, 2025

**Price list current as of Modification # PA-0016 Effective June 4, 2020**

**Contractor:** Dawnbreaker, Inc.  
2117 Buffalo Road, Suite 193  
Rochester, NY 14624 1507

**Business Size:** Small, Woman Owned Business

**Telephone:** (585) 594-0025  
**Extension:**  
**FAX Number:** (585) 594-8623  
**Web Site:** [www.dawnbreaker.com](http://www.dawnbreaker.com)  
**E-mail:** [jcservo@dawnbreaker.com](mailto:jcservo@dawnbreaker.com)  
**Contract Administration:** Jenny L Covill-Servo

## **CUSTOMER INFORMATION:**

**1a. Table of Awarded Special Item Number(s) with appropriate cross-reference to page numbers:**

<b>SIN</b>	<b>Recovery</b>	<b>SIN Description</b>
541430	541430RC	Graphic Design Services
541511	541511RC	Web Based Marketing
541611	541611RC	Management and Financial Consulting, Acquisition and Grants Management Support, and Business Program and Project Management Services
541810	541810RC	Advertising Services
541820	541820RC	Public Relations Services
541910	541910RC	Marketing Research and Analysis

561920	561920RC	Conference, Meeting, Event and Trade Show Planning Services
OLM	OLMRC	Order-Level Materials

**1b. Identification of the lowest priced model number and lowest unit price for that model for each special item number awarded in the contract. This price is the Government price based on a unit of one, exclusive of any quantity/dollar volume, prompt payment, or any other concession affecting price. Those contracts that have unit prices based on the geographic location of the customer, should show the range of the lowest price, and cite the areas to which the prices apply. Not Applicable**

**1c. If the Contractor is proposing hourly rates a description of all corresponding commercial job titles, experience, functional responsibility and education for those types of employees or subcontractors who will perform services shall be provided. If hourly rates are not applicable, indicate "Not applicable" for this item. See labor category descriptions below starting on Page 5.**

**2. Maximum Order:** \$1,000,000.00

**3. Minimum Order:** \$100.00

**4. Geographic Coverage (delivery Area):** Domestic only

**5. Point(s) of production (city, county, and state or foreign country):** Same as company address

**6. Discount from list prices or statement of net price:** Government net prices (discounts already deducted).

**7. Quantity discounts:** 1% discount for task orders over \$250,000 for all SINs, except 541611

**8. Prompt payment terms:** 1% - Net 20 Days; Net 30 Days.

Information for Ordering Offices: Prompt payment terms cannot be negotiated out of the contractual agreement in exchange for other concessions.

**9a. Notification that Government purchase cards are accepted up to the micro-purchase threshold:** Yes

**9b. Notification whether Government purchase cards are accepted or not accepted above the micro-purchase threshold:** will accept

**10. Foreign items (list items by country of origin):** None

**11a. Time of Delivery (Contractor insert number of days):** Specified on the Task Order

**11b. Expedited Delivery. The Contractor will insert the sentence "Items available for expedited delivery are noted in this price list." under this heading. The Contractor may use a symbol of its choosing to highlight items in its price list that have expedited delivery:** Contact Contractor

**11c. Overnight and 2-day delivery. The Contractor will indicate whether overnight and 2-day delivery is available. Also, the Contractor will indicate that the schedule customer may contact the Contractor for rates for overnight and 2-day delivery:** Contact Contractor

- 11d. Urgent Requirements.** The Contractor will note in its price list the “Urgent Requirements” clause of its contract and advise agencies that they can also contact the Contractor’s representative to affect a faster delivery: Contact Contractor
- 12. F.O.B Points(s):** Destination
- 13a. Ordering Address(es):** Same as Contractor
- 13b. Ordering procedures:** For supplies and services, the ordering procedures, information on Blanket Purchase Agreements (BPA’s) are found in Federal Acquisition Regulation (FAR) 8.405-3.
- 14. Payment address(es):** Same as company address
- 15. Warranty provision:** Contractor’s standard commercial warranty.
- 16. Export Packing Charges (if applicable):** N/A
- 17. Terms and conditions of Government purchase card acceptance (any thresholds above the micro-purchase level):** Contact Contractor
- 18. Terms and conditions of rental, maintenance, and repair (if applicable):** N/A
- 19. Terms and conditions of installation (if applicable):** N/A
- 20. Terms and conditions of repair parts indicating date of parts price lists and any discounts from list prices (if applicable):** N/A
- 20a. Terms and conditions for any other services (if applicable):** N/A
- 21. List of service and distribution points (if applicable):** N/A
- 22. List of participating dealers (if applicable):** N/A
- 23. Preventive maintenance (if applicable):** N/A
- 24a. Special attributes such as environmental attributes (e.g., recycled content, energy efficiency, and/or reduced pollutants).** N/A
- 24b. If applicable, indicate that Section 508 compliance information is available on Electronic and Information Technology (EIT) supplies and services and show where full details can be found (e.g. contactor’s website or other location.) The EIT standards can be found at:**  
[www.Section508.gov/](http://www.Section508.gov/). N/A
- 25. Data Universal Numbering System (DUNS) number:** 619884547
- 26. Notification regarding registration in System for Award Management (SAM) Database:**  
Registered
- 27. Final Pricing:** The rates shown below include the Industrial Funding Fee (IFF) of 0.75%.

SIN	Awarded Labor Category	Site	5/22/20 - 5/21/21 Year 6	5/22/21 - 5/21/22 Year 7	5/22/22 - 5/21/23 Year 8	5/22/23 - 5/21/24 Year 9	5/22/24 - 5/21/25 Year 10
541611/RC	Subject Matter Expert 1	Both	\$ 250.29	\$ 257.80	\$ 265.53	\$ 273.50	\$ 281.70
541611/RC	Principal 1	Both	\$ 210.69	\$ 217.01	\$ 223.52	\$ 230.22	\$ 237.13
541611/RC	Principal 2	Both	\$ 228.04	\$ 234.88	\$ 241.93	\$ 249.19	\$ 256.66
541611/RC	Executive Strategic Analyst	Both	\$ 193.78	\$ 199.60	\$ 205.59	\$ 211.75	\$ 218.11
541611/RC	Senior Executive Consultant 1	Both	\$ 180.28	\$ 185.69	\$ 191.26	\$ 197.00	\$ 202.91
541611/RC	Senior Associate 3	Both	\$ 182.07	\$ 187.54	\$ 193.16	\$ 198.96	\$ 204.92
541611/RC	Senior Associate 1	Both	\$ 170.87	\$ 175.99	\$ 181.27	\$ 186.71	\$ 192.31
541611/RC	Associate 3	Both	\$ 165.45	\$ 170.41	\$ 175.52	\$ 180.79	\$ 186.21
541611/RC	Associate 1	Both	\$ 155.28	\$ 159.94	\$ 164.74	\$ 169.68	\$ 174.77
541611/RC	Junior Associate	Both	\$ 146.74	\$ 151.15	\$ 155.68	\$ 160.35	\$ 165.16
541611/RC	Senior Consultant	Both	\$ 136.87	\$ 140.97	\$ 145.20	\$ 149.56	\$ 154.04
541611/RC	Junior Consultant 1	Both	\$ 119.14	\$ 122.71	\$ 126.40	\$ 130.19	\$ 134.09
541611/RC	Computer Programmer 3	Both	\$ 133.22	\$ 137.22	\$ 141.33	\$ 145.57	\$ 149.94
541611/RC, 541511/RC	Computer Programmer 2	Both	\$ 85.87	\$ 88.45	\$ 91.10	\$ 93.83	\$ 96.65
541611/RC	Computer Programmer 1	Both	\$ 58.56	\$ 60.31	\$ 62.12	\$ 63.99	\$ 65.90
541611/RC	Computer Support 2	Both	\$ 61.78	\$ 63.63	\$ 65.54	\$ 67.51	\$ 69.53
541611/RC	Computer Support 1	Both	\$ 43.68	\$ 44.99	\$ 46.34	\$ 47.73	\$ 49.16
541611/RC	Graphics Specialist 1	Both	\$ 75.29	\$ 77.55	\$ 79.88	\$ 82.27	\$ 84.74
541611/RC	Information Specialist 1	Both	\$ 111.96	\$ 115.32	\$ 118.78	\$ 122.34	\$ 126.01
541611/RC	Market Research Specialist 2	Both	\$ 100.50	\$ 103.51	\$ 106.62	\$ 109.82	\$ 113.11
541611/RC	Market Research Specialist 1	Both	\$ 86.75	\$ 89.35	\$ 92.03	\$ 94.79	\$ 97.63
541611/RC, 541511/RC	Junior Market Analyst 2	Both	\$ 70.27	\$ 72.37	\$ 74.55	\$ 76.78	\$ 79.09
541611/RC	Junior Market Analyst 1	Both	\$ 59.87	\$ 61.67	\$ 63.52	\$ 65.43	\$ 67.39
541611/RC	Senior Analyst 2	Both	\$ 114.82	\$ 118.27	\$ 121.82	\$ 125.47	\$ 129.24
541611/RC, 541511/RC	Senior Analyst 1	Both	\$ 102.78	\$ 105.87	\$ 109.04	\$ 112.31	\$ 115.68
541611/RC	Research Analyst 3	Both	\$ 68.53	\$ 70.58	\$ 72.70	\$ 74.88	\$ 77.13
541611/RC	Senior Administrative Assistant 1	Both	\$ 71.86	\$ 74.02	\$ 76.24	\$ 78.53	\$ 80.88
541611/RC	Senior Administrative Assistant 2	Both	\$ 88.39	\$ 91.05	\$ 93.78	\$ 96.59	\$ 99.49
541611/RC	Support Staff 3	Both	\$ 57.99	\$ 59.73	\$ 61.52	\$ 63.37	\$ 65.27
541810/RC, 541820/RC, 541511/RC, 541910/RC, 561920/RC, 541430/RC	Program Manager 2	Both	\$ 214.62	\$ 221.06	\$ 227.69	\$ 234.52	\$ 241.56
541810/RC, 541820/RC, 541511/RC, 541910/RC, 561920/RC, 541430/RC	Account Executive	Both	\$ 158.38	\$ 163.13	\$ 168.03	\$ 173.07	\$ 178.26
541430/RC	Event Consultant 3	Both	\$ 158.38	\$ 163.13	\$ 168.03	\$ 173.07	\$ 178.26
541910/RC, 561920/RC	Survey Consultant 1	Both	\$ 110.86	\$ 114.18	\$ 117.61	\$ 121.14	\$ 124.77
541910/RC, 561920/RC	Survey Consultant 2	Both	\$ 150.60	\$ 155.11	\$ 159.77	\$ 164.56	\$ 169.50
541810/RC, 541511/RC	Writer / Technical Editor	Both	\$ 101.97	\$ 105.03	\$ 108.18	\$ 111.43	\$ 114.77
541430/RC	Graphic Artist 1	Both	\$ 75.29	\$ 77.55	\$ 79.88	\$ 82.27	\$ 84.74
541511/RC	Senior Programmer	Both	\$ 130.08	\$ 133.98	\$ 138.00	\$ 142.14	\$ 146.40
541511/RC	Web Designer 1	Both	\$ 70.97	\$ 73.10	\$ 75.29	\$ 77.55	\$ 79.87
541810/RC, 541820/RC	Public Relations 3	Both	\$ 101.97	\$ 105.03	\$ 108.18	\$ 111.43	\$ 114.77
541511/RC	Senior Administrative Assistant 1	Both	\$ 64.19	\$ 66.12	\$ 68.10	\$ 70.14	\$ 72.25
541810/RC, 541820/RC, 541511/RC, 541910/RC, 561920/RC, 541430/RC	Program Manager III / Sr. Instructional Designer	Both	\$ 199.04	\$ 205.01	\$ 211.16	\$ 217.49	\$ 224.01
541810/RC, 541820/RC, 541511/RC, 541910/RC, 561920/RC, 541430/RC	Digital and Print Designer	Both	\$ 87.80	\$ 90.43	\$ 93.15	\$ 95.94	\$ 98.82
541810/RC, 541820/RC, 541511/RC, 541910/RC, 561920/RC, 541430/RC	Web Architect	Both	\$ 93.12	\$ 95.92	\$ 98.79	\$ 101.76	\$ 104.81
541810/RC, 541820/RC, 541511/RC, 541910/RC, 561920/RC, 541430/RC	On-Screen Talent	Both	\$ 133.03	\$ 137.02	\$ 141.13	\$ 145.36	\$ 149.72
541810/RC, 541820/RC, 541511/RC, 541910/RC, 561920/RC, 541430/RC	Video Editor	Both	\$ 71.30	\$ 73.44	\$ 75.64	\$ 77.91	\$ 80.25
541810/RC, 541820/RC, 541511/RC, 541910/RC, 561920/RC, 541430/RC	Webinar Coordinator	Both	\$ 63.86	\$ 65.77	\$ 67.75	\$ 69.78	\$ 71.87
541810/RC, 541820/RC, 541511/RC, 541910/RC, 561920/RC, 541430/RC	Camera Operator	Both	\$ 89.13	\$ 91.81	\$ 94.56	\$ 97.40	\$ 100.32

**Service Contract Labor Standards:** The Service Contract Labor Standards (SCLS), formerly known as the Service Contract Act (SCA), is applicable to this contract as it applies to the entire Multiple Award Schedule (MAS) Schedule and all services provided. While no specific labor categories have been identified as being subject to SCLS/SCA due to exemptions for professional employees (FAR 22.1101, 22.1102 and 29 CFR 541.300), this contract still maintains the provisions and protections for SCLS/SCA eligible labor categories. If and / or when the contractor adds SCLS/SCA labor categories to the contract through the modification process, the contractor must inform the Contracting Officer and establish a SCLS/SCA matrix identifying the GSA labor category titles, the occupational code, SCLS/SCA labor category titles and the applicable WD number. Failure to do so may result in cancellation of the contract.

## **RELEVANT SPECIAL ITEMS NUMBERS (SINs)**

**541810: Advertising Services**  
**541820: Public Relations Services**  
**541511: Web Based Marketing**  
**541910: Marketing Research and Analysis**  
**561920: Conference, Meeting, Event and Trade Show Planning Services**  
**541430: Graphic Design Services**

## **Relevant Labor Categories**

Program Manager  
Account Executive  
Event Consultant 3  
Survey Consultant 2  
Survey Consultant 1  
Writer / Technical Editor  
Graphic Artist 1  
Web Designer 1  
Senior Programmer  
Public Relations 3  
Computer Programmer 2  
Sr. Analyst 1  
Jr. Market Analyst 2  
Sr. Admin. Assistant 1  
Program Manager III/Sr. Instructional Designer  
Digital and Print Designer  
Web Architect  
On-Screen Talent  
Video Editor  
Webinar Coordinator  
Camera Operator

## **Program Manager**

**Functional Duties/Responsibilities:** The Program Manager supervises all program elements to ensure that the program meets or exceeds client expectations and achieves the client's goals. The program manager serves as the primary point of contact with the client, and assures that the client is frequently provided with information regarding the status of the program and provides opportunities for the client to react to creative concepts, to the degree that the client wishes to be involved. The Program Manager is responsible for assuring that the team is aware of quality standards and acts as the quality assurance officer for the initiative. The program manager oversees budget expenditures and serves as the focal point for the coordination of the team brought together to complete the program objectives.

**Minimum Education:** A Master's degree in the liberal arts, science, administration, or business, or an equivalent combination of education and is required.

**Substitution Methodology:**

7 Years experience = MA Degree

**Minimum Experience Requirements:** Must have eight years of experience which exhibit increasing levels of responsibility and successfully managed programs valued over \$1M.

## **Account Executive**

**Functional Duties/Responsibilities:** The Account Executive provides supplemental support to the Program Manager, assuring that client interaction is maintained at the appropriate level. The account executive assures that internal staff are aware of timelines for program completion and assures that appropriate prioritization is maintained. Prepares monthly status reports.

**Minimum Education:** A Bachelor's degree in the liberal arts, science, administration, or business, or an equivalent combination of education and is required.

**Substitution Methodology:**

5 Years experience = BA Degree

**Minimum Experience Requirements:** Must have five years of experience which exhibit increasing levels of responsibility

### **Event Consultant 3**

**Functional Duties/Responsibilities:** Event consultant 3 is responsible for all aspects of event planning from preliminary interaction with the client to determine event objectives, preparing requests for proposals from different hotels, working with graphics to determine the best promotional strategy for the event, and on-going interaction with the client.

**Minimum Education:** A Bachelor's degree in the liberal arts, science, administration, or business, or an equivalent combination of education and is required.

**Substitution Methodology:**

5 Years experience = BA Degree

**Minimum Experience Requirements:** Must have eight years of experience which exhibit increasing levels of responsibility.

### **Survey Consultant 2**

**Functional Duties/Responsibilities:** Survey consultant 2 develops questionnaires and interview schedules and gathers primary information from the market to confirm or refute appropriate positioning within the market. The survey consultant gathers information using primary market research techniques, analyzes the data and prepares reports for the clients use. Survey consultant 2 frequently manages the work of others.

**Minimum Education:** A Master's degree in the liberal arts, science, administration, or business, or an equivalent combination of education and is required.

**Substitution Methodology:**

7 Years experience = MA Degree

**Minimum Experience Requirements:**

Must have a minimum of two years experience

### **Survey Consultant 1**

**Functional Duties/Responsibilities:** Survey consultant 1 collaborates with others in gathering primary information from market participants, analyzes the data and prepares reports.

**Minimum Education:** A Bachelor's degree in the liberal arts, science, administration, or business, or an equivalent combination of education and is required.

**Substitution Methodology:**

5 Years experience = BA Degree

## **Writer/Technical Editor**

**Functional Duties/Responsibilities:** The Writer/ Technical Editor is responsible for a wide range of activities including working with clients to develop new publication based on ideas that reflect their mission and goals; interviewing content experts and drafting initial copy for articles; editing documents prepared by others; and working with graphic designers to assure that the various publications are formatted in an appropriate manner.

**Minimum Education:** A Bachelor's degree in the liberal arts, science, administration, or business, or an equivalent combination of education and is required.

**Substitution Methodology:**  
5 Years experience = BA Degree

**Minimum Experience Requirements:**  
8 years experience

## **Graphic Artist 1**

**Functional Duties/Responsibilities:** The Graphic Artist 1 is responsible for a wide range of activities including designing the complete range of materials used in promotion events including brochures, postcards, posters, logos, tradeshow booth, graphics for publication, and original imagery used in web-based design.

**Minimum Education:** Bachelors degree

**Substitution Methodology:** 5 Years experience = BA Degree

**Minimum Experience Requirements:**  
One - two years experience

## **Web Designer 1**

**Functional Duties/Responsibilities:** Web Designer 1 designs and creates web designs for the internet. Good working knowledge of DreamWeaver, Photoshop, or similar web design packages with a knowledge of technical issues related to page structure and image optimization, and knowledge of usability. Determines look and feel for websites including navigation and interface design. Possesses expertise in HTML, Java script, and/or other tools to execute web design.

**Minimum Education:** Bachelors degree

**Substitution Methodology:** 5 Years experience = BA Degree

**Minimum Experience Requirements:**  
One - two years experience



## **Senior Programmer**

**Functional Duties/Responsibilities:** The Senior Programmer develops unique relational databases and the backend of web-based tools using MySQL, PHP, MS Access, and Filemaker that result in increased efficiency for our clients. Other duties may include Web application design, development, and support, and System and network administration (Linux, Windows, OSX, Cisco IOS)

**Minimum Education:** BA Degree

**Substitution Methodology:** 5 Years experience = BA Degree

**Minimum Experience Requirements:** 6 years experience

## **Public Relations 3**

**Functional Duties/Responsibilities:** Responsible for the development and execution of strategic public relations plans; account development and management;. writing of plans and elements of their tactical execution, including backgrounders, white papers, media kit components, news releases, feature stories, brochures and other collateral materials; media relations, and client liaison.

**Minimum Education:** BA Degree in public relations, journalism, communications, marketing or related discipline or equivalent years of professional experience or education

**Substitution Methodology:** 5 Years experience = BA Degree

**Minimum Experience Requirements:** 8 years experience

## **Computer Programmer 2**

**Functional Duties/Responsibilities:** Computer Programmer 2 supervises the work of others and is responsible for developing customized tools using PHP, JAVA script, HTML, and other languages, as appropriate.

**Minimum Education:** BA Degree in computer programming or information technology or related discipline or equivalent years of professional experience or education

**Substitution Methodology:** 5 Years experience = BA Degree

**Minimum Experience Requirements:** 2 years experience

## **Sr. Analyst 1**

**Functional Duties/Responsibilities:** Capable of most aspects of project management, background/ understanding of scientific principles; outstanding analytical skills; project coordination; and marketing support with good business and communication skills. Serves as a task leader on specific projects.

**Minimum Education:** A Bachelor's degree in the liberal arts, science, administration, or business, or an equivalent combination of education and is required or 15 years relevant experience required.

**Substitution Methodology:** 5 Years experience = BA Degree

**Minimum Experience Requirements:** At least six years demonstrated experience in various aspects of data analysis, project supervision, business development and supervisor/project leader on projects less than \$100,000

## **Jr. Market Analyst 2**

**Functional Duties/Responsibilities:** Utilization of various on-line subscription databases for preparation of reports on competitive and corporate intelligence for client companies. Good searching, analytical, and writing skills are also required.

**Minimum Education:** A Master of Library Science (MLS) degree is required.

**Substitution Methodology:** 7 Years experience = MLS Degree

**Minimum Experience Requirements:** Demonstrated, sustained productivity over a period of 1-2 years.

## **Sr. Admin. Assistant 1**

**Functional Duties/Responsibilities:** Performs clerical and administrative duties and is responsible for the coordination of all administrative tasks at the project management level. Plans and coordinates conferences, meetings and seminars and makes travel arrangements for staff members. Creates and edits documents, spreadsheets and presentations. Performs others duties as assigned. Performs a variety of executive administrative responsibilities related to: filing; preparation of correspondence; customer contact; answering questions from employees, vendors, and customers. May supervise other administrative task. Proficient with MicroSoft Office software, as well as customized software tools.

**Minimum Education:** Bachelors degree or High School with 6 years experience.

**Substitution Methodology:** 5 Years experience = BA Degree

## **Program Manager III/ Sr. Instructional Designer**

**Functional Duties/Responsibilities:** Possesses a thorough understanding of the application of instructional Design principles and techniques. Possesses the ability to direct the production of eLearning applications, by learning developers, subject matter experts, and graphic artists. Organized team leader that develops high quality instructional processes and ensures quality completion of all projects.

**Minimum Education:** Masters Degree

**Minimum Experience Requirements:** 3 years of experience

## **Digital and Print Designer**

**Functional Duties/Responsibilities:** Creates imagery and graphics for projects, including graphics for print publication, website design, web user interface, mobile user interface, interactivity, flash and animation. Is familiar with Photoshop, Adobe Illustrator and InDesign. Can provide Section 508 compliance, adherence to style guides and web standards, cross-browser compatibility, and web design best practices.

**Minimum Education:** Bachelors degree

**Minimum Experience Requirements:** 3 years of experience

## **Web Architect**

**Functional Duties/Responsibilities:** Utilizes and requires understanding of web-based technologies and knowledge of HTML, Photoshop, Illustrator, and/or other design related applications. Monitor usage, pages browsed, time online; maintain currency with the Internet Service Providers (ISPs). Provides functional and empirical analysis related to the design, development and implementation of software and web solutions. Designs and builds web sites in support of Information Technology (IT) projects using a variety of graphics software applications, techniques, and tools. Designs and develops user interface features, site animation, and special effects elements. Able to perform the duties of the Web Designer role. Able to use tools and technologies to integrate web pages with existing data stores, applications and core systems.

**Minimum Education:** Bachelors degree

**Minimum Experience Requirements:** 2 years of experience

## On-Screen Talent

**Functional Duties/Responsibilities:** Performer who appears on camera in a production - with spoken lines

**Minimum Education:** Bachelors degree

**Minimum Experience Requirements:** 1 year of experience

## Video Editor

**Functional Duties/Responsibilities:** Edits raw footage shot per the creative direction to the specified time/length requirements, also adds soundtrack and music elements to create the master that will be used for duplication. Editor is familiar with editing software, music and special effects. Editor works closely with producer, director and/or creative director.

**Minimum Education:** Bachelors degree

**Minimum Experience Requirements:** 2 years of experience

## Webinar Coordinator

**Functional Duties/Responsibilities:** Leads all support for webinar events, trainings, and/or meetings. Hosts webinars and supports trainer and/or facilitator with coordination, logistics, planning, communication, etc. Utilizes training experience and working/technical knowledge of webinar systems (e.g. AdobeConnect, WebEx), to support coordination, planning, organization, review of final products.

**Minimum Education:** Associates degree

**Minimum Experience Requirements:** 4 years of professional work experience in a related field, working knowledge of hosting webinars and training support experience along with solid softer skills needed (i.e., coordination, logistics, planning, solid communication skills, etc.)

## Camera Operator

**Functional Duties/Responsibilities:** Responsible for basic camera set-up and operation in both field and studio settings; practical skills include creative understanding of shot composition, moves, pan, tilts, zooms, and white balance.

**Minimum Education:** Bachelors degree

**Minimum Experience Requirements:** 3 years of experience in video and film productions.

<b>RELEVANTS SPECIAL ITEMS NUMBERS (SINs)</b>
---

**541611:** Management and Financial Consulting, Acquisition and Grants  
Management Support, and Business Program and Project Management Services

**Relevant Labor Categories**

Subject Matter Expert 1  
Principal 1  
Principal 2  
Executive Strategic Analyst  
Senior Executive Consultant 1  
Senior Associate 3  
Senior Associate 1  
Associate 3  
Associate 1  
Junior Associate  
Senior Consultant  
Junior Consultant 1  
Computer Programmer 3  
Computer Programmer 2  
Computer Programmer 1  
Computer Support 2  
Computer Support 1  
Graphics Specialist 1  
Information Specialist 1  
Market Research Specialist 2  
Market Research Specialist 1  
Junior Market Analyst 2  
Junior Market Analyst 1  
Senior Analyst 2  
Senior Analyst 1  
Research Analyst 3  
Senior Administrative Assistant 1  
Senior Administrative Assistant 2  
Support Staff 3  
Program Manager III/Sr. Instructional Designer  
Digital and Print Designer  
Web Architect  
On-Screen Talent  
Video Editor  
Webinar Coordinator  
Camera Operator

## EXPERIENCE AND DEGREE SUBSTITUTIONS

Consistent with Dawnbreaker, Inc. hiring practices, experience can be substituted for education and education for experience. Successful completion of higher education, which has not yet resulted in a degree, may be counted as 1 for 1 years of experience for each year of college completed.

### Relevant Experience Equivalency Based of Education

Two (2) years of experience would be equivalent to an Associate's Degree.

Four (4) years of experience would be equivalent to a Bachelor's Degree.

Six (6) years of experience would be equivalent to a Master's Degree.

Eight (8) years of experience would be equivalent to a Ph.D. or Doctoral Degree.

### Relevant Education Equivalency Based on Experience

An Associate's Degree would be equivalent to two (2) years of experience.

A Bachelor's Degree would be equivalent of four (4) years of experience.

A Master's Degree would be equivalent to six (6) years of experience.

A Ph.D. or Doctoral Degree would be equivalent to eight (8) years of experience.

The aforementioned substitutions are relevant for the following labor categories:

Subject Matter Expert 1

Principal 1

Principal 2

Executive Strategic Analyst

Senior Executive Consultant 1

Senior Associate 1, 3

Associate 1, 3

Junior Associate

Senior Consultant

Junior Consultant 1

Computer Programmer 3

Computer Programmer 2

Computer Programmer 1

Graphics Specialist 1

Information Specialist 1

Junior Market Analyst 2

Junior Market Analyst 1

Senior Analyst 2

Senior Analyst 1

Research Analyst 3

Research Analyst 2

Research Analyst 1

Subject Matter Expert 1

Mature, well-respected, technical/administrative professional (domain expert) with 15–30 years of experience in military, corporate, technology or financial setting. Superior capabilities in planning and directing programs. Experience in managing government budgets in excess of \$15

million. Has special, in-depth knowledge of a business area that enhances a team's understanding and performance. Due to professional experience, is able to play a critical role in defining business needs, test requirements, and other critical management functions for a business team that has recognized expertise and authority for a given business process. Individual has significant experience in program/project management, DoD acquisition, and/or private sector profit and loss management.

Minimum Education: Bachelor's Degree

#### Principal 2

Requires experience as an effective portfolio manager and a minimum of 10 year's experience in managing projects and contracts for government agencies in excess of one million dollars. To be considered for this role, customer satisfaction must be rated consistently high. Portfolio retention must exceed 85% and client companies must have achieved a level of business success traceable to the interaction with the individual. This individual must demonstrate flexibility and creativity as evidenced in new program development. Principals also serve as consultants offering a wide range of services including facilitation, market research, program design and development and have a clear and demonstrated understanding of government Agency objectives.

Minimum Education: Master's Degree

#### Principal 1

Requires a minimum of 7 year's experience as an effective portfolio manager and a minimum of 5 year's experience in managing projects and contracts for government agencies. To be considered for this role, customer satisfaction must be rated consistently high. Portfolio retention must exceed 65% and client companies must have achieved a level of business success traceable to the interaction with the individual. This individual must demonstrate flexibility and creativity as evidenced in new program development. Principals also serve as consultants offering a wide range of services including facilitation, market research, program design and development and have a clear and demonstrated understanding of government Agency objectives.

Minimum Education: Bachelor's Degree

### Executive Strategic Analyst

The Executive Strategic Analyst must possess and demonstrate superior analytical, strategic, and negotiation skills as evidenced by the guidance given and implemented by those assisted. Requires a minimum of 10 year's experience as an effective portfolio manager demonstrated by the high level of success achieved by clients. Executive Strategic Analysts also serve as consultants offering a wide range of services including economic and financial analysis, program design / development, as well as strategic, business, or action planning and have a clear and demonstrated understanding of government Agency objectives.

Minimum Education: Bachelors Degree with 15-25 years of experience in military, corporate, technology or financial settings

### Senior Executive Consultant 1

Outstanding top-level technical/administrative professional with 15 to 25 years of experience in military, corporate, technology or financial settings with technical expertise in areas such as manufacturing, medical product development, energy efficiency, propulsion, and others. Capable of performing in senior executive level management and leadership roles including management of programs in excess of one million dollars; Can provide guidance to a portfolio of companies, as needed.

Minimum Education: Bachelors Degree

### Senior Associate 1 and 3

Requires a minimum of 5 year's experience as an effective portfolio manager and/or 10+ year's experience as a consultant offering facilitation, negotiations, market research and/or business development services in areas of advanced technology. To be considered for this role, customer satisfaction must be rated consistently high. Portfolio retention must exceed 65% and client companies must have achieved a level of business success traceable to the interaction with the individual. Senior Associates also assume management responsibility on various aspects of program implementation. Senior Associates have a demonstrated ability to meet the objectives of government clients. Senior Associates are highly efficient and serve as consultants offering a wide variety of services including market research, program implementation, and other management, organizational, and business development services. The difference between Senior Associate 1 and 3 is the amount of time they have been with Dawnbreaker.

Minimum Education: Bachelors Degree



#### Associate 1 and 3

Requires a minimum of 3 – 5 year's experience as an effective portfolio manager and as a consultant offering facilitation, negotiations, market research and/or business development services in areas of advanced technology. Portfolio retention must exceed 65%, and client companies must have achieved a level of business success traceable to the interaction with the individual. Associates also serve as consultants offering a wide range of services including facilitation, market research, finance, negotiations, program design and development, and business development services. Associates may also be used as program managers and have a clear and demonstrated understanding of government Agency objectives.

Minimum Education: Bachelors Degree

#### Junior Associate

Has 10+ years relevant corporate management in marketing, manufacturing, human resources, finance, or other relevant field and previous corporate experience as an effective facilitator, strategic planner, business trainer or consultant working with advanced technology companies and/ or disciplines. The individual has 1 – 3 years experience as an effective portfolio manager with demonstrated high client satisfaction. A Senior Consultant is actively involved with various aspects of program implementation.

Minimum Education: Bachelors Degree

#### Senior Consultant

Has 10+ years relevant corporate management in marketing, manufacturing, human resources, finance, or other relevant field and previous corporate experience as an effective facilitator, strategic planner, business trainer or consultant working with advanced technology companies and/or disciplines. This category also includes individuals with 5+ years relevant corporate management experience; appropriate advanced degrees, and demonstrated experience over a period of 1–3 years of high performance working with a portfolio and demonstrating effective coaching skills.

Minimum Education: Bachelors Degree

#### Junior Consultant 1

Has 5+ years relevant corporate management experience in marketing, manufacturing, human resources, finance, or other field related to advanced technology. Must have a demonstrated ability to communicate effectively both verbally and in writing and the ability to coach others.

Minimum Education: Bachelors Degree

### Computer Programmer 3

Computer Programmer 3 has a 4-year degree in a relevant field and a minimum of two years experience supervising the work of others. Computer Programmer 3 has direct interface with customers, is the lead on development projects, supervises the work of others and is responsible for developing customized tools using PHP, JAVA script, HTML, and other languages as appropriate. Outstanding efficiency is required.

### Computer Programmer 2

Computer Programmer 2 has a four-year degree in a relevant field and 2+ years experience working with the company. Computer Programmer 2 supervises the work of others and is responsible for developing customized tools using PHP, JAVA script, HTML, and other languages, as appropriate.

### Computer Programmer 1

Computer Programmer 1 has a 4-year degree in a relevant field and works under the supervision of others, assisting in the development of customized tools using appropriate programming languages.

### Computer Support 2

This position is for a generalist with hands-on knowledge of computer hardware, software, and networking. Primary responsibilities include upgrading website, formatting materials for web-based showcases, working with clients to obtain high quality graphics for web. Minimum of 1 year of relevant experience.

Minimum Education: High School

### Computer Support 1

This is an entry-level position for a generalist with hands on knowledge of computer hardware, software, and the internet. The individual should show a strength in one or more of the following: design and maintenance of web pages; desktop publishing, design of databases using FileMaker Pro or Excel, CD-Rom or video production.

Minimum Education: High School

### Graphics Specialist 1

The graphics specialist 1 is responsible for a wide range of activities including designing the complete range of materials used in promotion events including brochures, postcards, posters, logos, tradeshow booth, graphics for publication, and original imagery used in web-based design. May also have expertise in designing and creating web designs for the internet including determining the look and feel for websites and navigation and interface design.

Minimum Education: Bachelors Degree with 1-2 years of experience or high school diploma with 5 years experience

### Information Specialist 1

Responsible for gathering primary and secondary market information; managing the work of others; and designing, developing and maintaining databases of information that result from market research. Exceptional analytical skills are required, as well as the ability to quickly synthesize information and produce reports and databases which readily convey information to internal or external clients. Demonstrated high-sustained productivity over a 3–4 year period with high customer satisfaction.

Minimum Education: Masters Degree

### Market Research Specialist 2

Responsible for gathering secondary market research. Exceptional analytical skills are required, as well as the ability to synthesize information quickly and produce reports which readily convey information to internal or external clients. MLS degree preferred as well as 1-year relevant experience working in business and /or technical libraries.

### Market Research Specialist 1

Responsible for gathering secondary market research. Exceptional analytical skills are required, as well as the ability to synthesize information quickly and produce reports which readily convey information to internal or external clients. MLS degree preferred as well as additional skills in writing, and/or primary market research design and execution.

### Junior Market Analyst 2

Demonstrated, sustained productivity over a period of 1–2 years. Utilization of various on-line subscription databases for preparation of reports on competitive and corporate intelligence for client companies. A Master of Library Science (MLS) degree is required, as well as good searching, analytical, and writing skills.

Minimum Education: Masters Degree

### Junior Market Analyst 1

A Master of Library Science (MLS) degree is required. The Junior Market Analyst 1 works under the direction of a Market Research Specialist to gather secondary market information. Good search and writing skills required. Mastery of various databases used for competitive and corporate intelligence. Relevant background in library science, business, or other relevant field. Good on-line searching skills.

Minimum Education: Masters Degree

### Senior Analyst 2

Senior analyst with at least 8–10 years demonstrate experience in various aspects of data analysis, project supervision, business development and supervisor project leader on projects less than \$500,000. Capable of most aspects of project management, background/understanding of scientific principles; outstanding analytical skills; project coordination; and marketing support with good business and communication skills. Serves as a task leader on specific projects.

Minimum Education: Bachelors Degree or 15 years relevant experience

### Senior Analyst 1

Senior analyst with at least six years demonstrated experience in various aspects of data analysis, project supervision, business development and supervisor/ project leader on projects less than \$100,000. Capable of most aspects of project management, background/understanding of scientific principles; outstanding analytical skills; project coordination; and marketing support with good business and communication skills. Serves as a task leader on specific projects.

Minimum Education: Bachelors Degree or 15 years relevant experience

### Research Analyst 3

Research Analyst 3 has a 4-year degree in a relevant field and/or three years relevant experience in the work environment. Outstanding analytical and writing skills are required. In addition, the research analyst must have demonstrated ability to design, plan, and execute services such as designing questionnaires, gathering and summarizing data, and writing reports. Attention to detail and high level of accuracy are required.

### Senior Administrative Assistant 1

Performs clerical and administrative duties and is responsible for the coordination of all administrative tasks at the project management level. Plans and coordinates conferences, meetings and seminars and makes travel arrangements for staff members. Creates and edits documents, spreadsheets and presentations. Performs others duties as assigned. Performs a variety of executive administrative responsibilities related to: filing; preparation of correspondence; customer contact; answering questions from employees, vendors, and customers. May supervise other administrative task. Proficient with Microsoft Office software, as well as customized software tools.

### Senior Administrative Assistant 2

Performs clerical and administrative duties and is responsible for the coordination of all administrative tasks at the executive management level. Plans and coordinates conferences, meetings and seminars and makes travel arrangements for staff members. Creates and edits documents, spreadsheets and presentations. Performs others duties as assigned. Performs a variety of executive administrative responsibilities, sometimes confidential or complex in nature, related to: filing; preparation of correspondence; customer contact; answering questions from employees, vendors, and customers. May lead small projects and supervise other administrative task. Proficient with Microsoft Office software, as well as customized software tools.

### Support Staff 3

Demonstrated ability over a 2–3 year period of efficiently providing high quality word processing, accounting, and support services with minimal guidance and supervision. Good team player with high level of accuracy.